

**INTERACTIVE TELEVISION SYSTEM AND METHOD  
FOR SIMULTANEOUS TRANSMISSION AND  
RENDERING OF MULTIPLE MPEG-ENCODED VIDEO  
STREAMS**

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**CROSS REFERENCE TO RELATED APPLICATIONS**

2/25/05  
VS.

This application is related to co-pending U.S. Patent Application  
09/\_\_\_\_\_, filed concurrently herewith, which is incorporated herein by reference in  
its entirety.

**BACKGROUND OF THE INVENTION**

1. **Field of the Invention**

The present invention relates generally to interactive video delivery mediums such as interactive television. More particularly, the present invention relates to a system and method for the simultaneous transmission and rendition of multiple MPEG-encoded digital video signal streams in an interactive television application.

20 2. **Description of Related Art**

Interactive television is an interactive audio/video delivery medium which provides broadcast audiovisual content to a number of subscribers. Interactive television provides broadcast video and audio to users and may also provide a return path for the user to interact with the content, e.g., to make selections or order desired products, etc.